

ORDER



KSNV

Orders	Order / Rev:	104403
	Alt Order #:	06832083
	Product Desc:	HELLER FOR SENATE
	Estimate:	
	Flight Dates:	10/10/12 - 10/21/12
	Original Date / Rev:	07/18/12 / 12/03/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Strategic Media Services, Inc.
	Buying Contact:	
	Billing Contact:	
		3299 K St. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	73	\$49,275.00	\$41,883.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	73	\$49,275.00	\$41,883.75	0.00
Totals	73	\$49,275.00	\$41,883.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$49,275.00
Market	100%	\$169,913.79

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$44,177.59
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$30,584.48
KTUD	1%	\$1,699.14
KVVU	24%	\$40,779.31
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,398.28

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.00	2	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	--WTF--		2		\$300.00		0.00					

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/21/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.002		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	2		\$300.00		0.00						
E 2	KSNV	10/15/12	10/16/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.002		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$300.00		0.00						
E 3	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
E 4	KSNV	10/10/12	10/12/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	2		\$450.00		0.00						
E 5	KSNV	10/10/12	10/12/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$600.002		0.00	NM	3	\$1,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$600.00		0.00						
E 6	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	1		\$600.00		0.00						
E 8	KSNV	10/10/12	10/12/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	---TF--	:30	3	\$275.002		0.00	NM	0	\$0.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$275.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/08/12-10/14/12		M-F Today Show II 3rd Hr	9-10a		---ThF----	:30	(\$275.00)	0.00	NM				
Credited [CREDIT-REFUND]															
3	KSNV	10/08/12-10/14/12		M-F Today Show II 3rd Hr	9-10a		---ThF----	:30	(\$275.00)	0.00	NM				
Credited [CREDIT-REFUND]															
E 9	KSNV	10/10/12	10/12/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	--WT---	:30	2	\$225.002		0.00	NM	1	\$225.00
TODAY \3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WT---	2		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	KSNV	10/08/12-10/14/12		M-F Today Show III 4th Hr	10am-11am		--WTh-----	:30	(\$225.00)	0.00	NM				
Credited [CREDIT-REFUND]															
E 10	KSNV	10/15/12	10/16/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	-T-----	:30	1	\$225.002		0.00	NM	0	\$0.00
TODAY \3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/15/12-10/21/12		M-F Today Show III 4th Hr	10am-11am		-T-----	:30	(\$225.00)	0.00	NM				
Credited [CREDIT-REFUND]															
E 11	KSNV	10/15/12	10/16/12		CM	11am-12pm	M-----	:30	1	\$225.002		0.00	NM	1	\$225.00

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Advertiser: Heller, Dean for U.S. Senate
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Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray Rachael Ray											
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----			1		\$225.00	0.00					
E 12	KSNV	10/10/12	10/12/12	Rachael Ray Rachael Ray	CM	11am-12pm	---TF--	:30	2	\$225.002		0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	---TF--			2		\$225.00	0.00					
E 13	KSNV	10/10/12	10/12/12	Noon News Noon News	CM	12-1230pm	--W----	:30	1	\$275.002		0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--W----			1		\$275.00	0.00					
E 14	KSNV	10/15/12	10/16/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----			2		\$275.00	0.00					
E 15	KSNV	10/15/12	10/16/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	1	\$225.002		0.00	NM	1	\$225.00
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----			1		\$225.00	0.00					
E 16	KSNV	10/10/12	10/12/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--WTF--			3		\$225.00	0.00					
E 17	KSNV	10/10/12	10/12/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WT---	:30	2	\$275.002		0.00	NM	1	\$275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--WT---			2		\$275.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	KSNV	10/08/12-10/14/12		Days of our Lives			1258p-2pm	--WTh-----	:30	(\$275.00)	0.00	NM			
Credited [CREDIT-REFUND]															
E 18	KSNV	10/15/12	10/16/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002		0.00	NM	1	\$275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----			2		\$275.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	KSNV	10/15/12-10/21/12		Days of our Lives			1258p-2pm	MT-----	:30	(\$275.00)	0.00	NM			
Credited [CREDIT-REFUND]															
E 19	KSNV	10/15/12	10/16/12	The Doctors The Doctors	CM	2pm-3pm	-T-----	:30	1	\$225.002		0.00	NM	1	\$225.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----			1		\$225.00	0.00					
E 20	KSNV	10/10/12	10/12/12	The Doctors The Doctors	CM	2pm-3pm	---TF--	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	---TF--			2		\$225.00	0.00					
E 21	KSNV	10/10/12	10/12/12	Dr. Phil Dr Phil	CM	3-4p	--W----	:30	1	\$300.002		0.00	NM	1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/21/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 21	KSNV	10/10/12	10/12/12	Dr. Phil Dr Phil	CM	3-4p	--W----	:30	1	\$300.002		0.00	NM	1	\$300.00		
PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/08/12	10/14/12	--W----	1		\$300.00		0.00								
E 22	KSNV	10/15/12	10/16/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00		
PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/15/12	10/21/12	MT-----	2		\$300.00		0.00								
E 23	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00								
E 24	KSNV	10/10/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--W-F--	:30	2	\$450.002		0.00	NM	2	\$900.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/08/12	10/14/12	--W-F--	2		\$450.00		0.00								
E 25	KSNV	10/10/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WT---	:30	3	\$450.002		0.00	NM	2	\$900.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/08/12	10/14/12	--WT---	2		\$450.00		0.00								
E 26	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00								
E 27	KSNV	10/15/12	10/16/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$900.002		0.00	NM	1	\$900.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/15/12	10/21/12	-T-----	1		\$900.00		0.00								
E 28	KSNV	10/10/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$900.002		0.00	NM	3	\$2,700.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/08/12	10/14/12	--WTF--	3		\$900.00		0.00								
E 29	KSNV	10/10/12	10/12/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	3	\$750.002		0.00	NM	3	\$2,250.00		
JEP/WHEEL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/08/12	10/14/12	--WTF--	3		\$750.00		0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
5	KSNV	10/08/12-10/14/12		M-F Jeop/Wheel		630-730pm	--WThF----	:30		(\$750.00)		0.00	NM				
See MG 29.9																	
[will mg again]																	
9	KSNV	10/11/12-10/11/12		SIGN ON-SIGN OFF		5a-459a	(9:30 PM-10:30 ---Th-----	:30		\$750.00		0.00	NM				
Ⓜ MG for 29.5 10/11																	
[inv code]																	
E 30	KSNV	10/15/12	10/16/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MT-----	:30	1	\$750.002		0.00	NM	1	\$750.00		
JEP/WHEEL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/15/12	10/21/12	MT-----	1		\$750.00		0.00								
E 31	KSNV	10/15/12	10/16/12	Ralston Reports Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00		
FACE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	KSNV	10/15/12	10/16/12	Ralston Reports Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/15/12-10/21/12		Ralston Reports		730-758pm	MT-----	:30		(\$450.00)		0.00	NM		
See MG 31.3															
[PGM CHG = NBC DEBATE]															
3	KSNV	10/16/12-10/16/12		RALSTON in PRIME		8-11pm	-T-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 31.1 10/16															
[INV CODE]															
E 32	KSNV	10/10/12	10/12/12	Ralston Reports Face to Face w/ J.Ralston	CM	730-758pm	--W-F--	:30	2	\$450.002		0.00	NM	2	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W-F--	2		\$450.00		0.00						
E 33	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$775.00		0.00						
E 34	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$775.00		0.00						
E 35	KSNV	10/15/12	10/16/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	1	\$275.002		0.00	NM	1	\$275.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	1		\$275.00		0.00						
E 36	KSNV	10/10/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	--W-F--	:30	2	\$275.002		0.00	NM	1	\$275.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W-F--	2		\$275.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a	--W--F----	:30		(\$275.00)		0.00	NM		
Credited															
[CREDIT-REFUND]															
E 39	KSNV	10/12/12	10/12/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$2,100.00		0.00						
E 41	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.002		0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$225.00		0.00						
E 42	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002		0.00	NM	1	\$325.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$325.00		0.00						
E 43	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.002		0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$300.00		0.00						

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/21/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 44	KSNV	10/13/12	10/13/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$450.00		0.00			
E 45	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$375.002		0.00	NM	1	\$375.00
JEPWHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$375.00		0.00			
E 46	KSNV	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.002		0.00	NM	1	\$750.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$750.00		0.00			
E 47	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$225.002		0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$225.00		0.00			
E 48	KSNV	10/14/12	10/14/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$500.002		0.00	NM	1	\$500.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$500.00		0.00			
E 49	KSNV	10/14/12	10/14/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.002		0.00	NM	1	\$1,900.00
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,900.00		0.00			
E 50	KSNV	10/14/12	10/14/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$250.002		0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$250.00		0.00			
E 51	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$375.002		0.00	NM	1	\$375.00
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$375.00		0.00			
E 52	KSNV	10/14/12	10/14/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$1,600.002		0.00	NM	1	\$1,600.00
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,600.00		0.00			
E 53	KSNV	10/14/12	10/14/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002		0.00	NM	1	\$8,000.00
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$8,000.00		0.00			
E 54	KSNV	10/14/12	10/14/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.002		0.00	NM	1	\$6,500.00
NFL POSTGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$6,500.00		0.00			
E 55	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.002		0.00	NM	1	\$200.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$200.00		0.00			
N56	KSNV	10/16/12	10/16/12		CM	12-1230pm	-T-----	:30	1	\$275.002		0.00	NM	0	\$0.00

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/21/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News Noon News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$275.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/15/12-10/21/12 Noon News 12-1230pm -T----- :30 (\$275.00) 0.00 NM Credited [CREDIT-REFUND]															
N 57	KSNV	10/20/12	10/20/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$500.00 0.00															
N 58	KSNV	10/17/12	10/21/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	--WT--S	:30	1	\$50.00	3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WT--S 1 \$50.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/15/12-10/21/12 Wake Up Early w/ Wagners 430a-5a --wTh---Su :30 (\$50.00) 0.00 NM Credited [CREDIT-REFUND]															
													Totals	73	\$49,275.00